

IN THE CLAIMS:

--1. (Currently amended) A holder for displaying a generally stiffly flexible, thin advertising placard in association with a merchandizing fixture exhibiting such ~~merchandise~~ merchandize for sale, which comprises an elongated shank, at one end of said shank anchoring means adapted for detachable affixation to said fixture, and at the other end a three-dimensional head for reception of said placard, said head having at least one substantially linear slot defined between opposite faces extending across a first portion of the head periphery and inwardly into the head interior, said slot having a thickness exceeding the thickness of said placard and a depth sufficient to receive a marginal portion of said placard, the opposite faces of said slot each having an array of slightly spaced apart parallel non-resilient ribs projecting there from towards the opposite face in alternating relation with the ribs of the opposite face to form opposed arrays, the ribs of said arrays terminating in tips, the tips of the ribs of the opposed arrays for each slot lying in substantially the same plane and having a generally rounded cross-section to permit flexing insertion therein of said marginal placard portion while asserting firm frictional engagement therewith.

2. (Currently amended) The holder of claim 2 wherein said head includes a further substantially linear interiorly directed slot in a second portion ~~region~~ of its periphery which is displaced from said ~~at least one slot~~ first peripheral portion toward the anchoring means to bodily separate said at least one slot and said further slot, the plane of said further slot extending in a generally different direction from the plane of each said at least one slot, the opposite faces of said further slot having opposed arrays of ribs projecting there from similar to the ribs of said at least one slot, whereby the orientation of said placard on said holder can be selected between generally angularly differing positions.

3. (Original) The holder of claim 1 wherein said head has the configuration of a generally semi-spherical body having its axis generally parallel to the shank axis.

4. (Currently amended) The holder of claim 1 wherein at least one of said slots in said head is in an end portion of the head periphery and opens in a direction generally ~~opposite~~ away from said anchoring means.

5. (Currently amended) The holder of claim 4 wherein said head has a dimension generally parallel to the lengthwise axis of said shank which is greater than the depth of each said ~~oppositely-opening~~ slot in the head end portion and includes another linear slot in the head periphery thereof in the a region of the head periphery displaced from each said ~~oppositely-opening~~ slot in said head end portion toward to anchoring means to bodily displace said other slot from the end portion slots toward said anchoring means, the plane of said other slot extending generally transversely to the shank axis, and the opposite faces of said other slot ~~each~~ having opposed arrays of ribs projecting there from similar to the ribs of each end portion slot ~~said oppositely-opening slots~~, thereby providing a choice in the orientation of said placard on said holder between positions generally parallel and generally transverse to the shank axis.

6. (Currently amended) The holder of claim 4 wherein said head end portion has ~~is penetrated by~~ a plurality of said ~~oppositely-opening~~ slots which intersect at substantially their midpoints in angular relation to provide a choice in the orientation of said placard between angularly differing positions.

7. (Currently amended) The holder of claim 6 wherein there are two of said slots in said end portion which intersect at an angle of about 90° to one another.

8. (Currently amended) The holder of claim 7 wherein the axis of intersection of said two slots is generally parallel to the longitudinal axis of said shank ~~whereby said slots open in a direction generally away from said anchoring means.~~

8 9. (Currently amended) The holder of claim 2 wherein said transverse slot in the displaced region portion of said head periphery extends around the entire periphery of the head partially into the interior therefor with a depth sufficient to receive the marginal placard portion without passing completely through the head, allowing for varying perimetral positions of the placard in its transverse orientation.

10. (Original) The holder of claim 9 wherein said head has the configuration of a generally semi-spherical body having its axis generally parallel to the shank axis and said intersecting slots are in generally the apex region of said semi-spherical body while said transverse slot is in generally the circumferential region thereof and extends around the entire circumference of said body to form a generally annular slot with an annular radius sufficient to receive said marginal portion of said placard, whereby the generally transverse orientation of said placard can be varied around the entire circumference of said semi-spherical body.

11. (Original) The holder of claim 1 wherein said shank is in the form of an elongated generally flat plate connected at one end to said head.

12. (Original) The holder of claim 11 wherein said plate end is connected to a top peripheral portion of said head.

13. (Original) The holder of claim 1 wherein said anchoring means is in the form of at least one tongue adapted to be engaged with a part of said merchandising fixture.

14. (Currently amended) The holder of claim 1 wherein said anchoring means is in the form of resilient fingers projecting in spaced apart relation from said shank and adapted to clampingly engage a part of said merchandizing fixture there between. [d]

15. (New) A holder for displaying a generally stiffly flexible, thin advertising placard in association with a merchandizing fixture exhibiting such merchandize for sale, which comprises a three-dimensional head for holding said placard, extending away from one end of said head anchoring means for detachable affixation to said fixture, extending across the head end opposite said anchoring means a first substantially linear slot of a limited depth sufficient to receive a marginal portion of said placard, and a second generally linear slot extending across at least a portion of the head periphery into its interior generally transversely of said first slot to a depth sufficient to receive a marginal portion of said placard, said second slot being spaced bodily from the interior limit of said first slot and arranged in overlapping relation with an outer segment of said first slot, each slot being provided on its interior with placard-gripping means..

16. (New) The holder of claim 15 wherein said head has at least one further slot extending across its end opposite said anchoring means to said limited depth, the planes of said first and further slots intersecting in generally X-shaped relation.

17. (New) The holder of claim 15 wherein said head has a generally bulbous configuration.

18 (New) The holder of claim 15 wherein said second slot extends around the entire periphery of said head into its interior without passing completely through said head whereby said second slot is generally ring-shaped to permit said placard to occupy varying positions around the circumference of the head.

19. (New) The holder of claim 15 wherein each such slot is defined between opposed faces and the placard gripping means comprises on the opposed faces thereof arrays of slightly spaced apart parallel non-resilient ribs projecting therefrom towards the opposite face and terminating in tips of generally rounded cross-section, the ribs of the array on one face being

arranged in alternating relation with the ribs of the array on the opposite face, the tips of the ribs of the opposed arrays for each slot lying in substantially the same plane to permit flexing insertion therein of said marginal placard portion while asserting firm frictional engagement therewith.